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Bodgers

1930

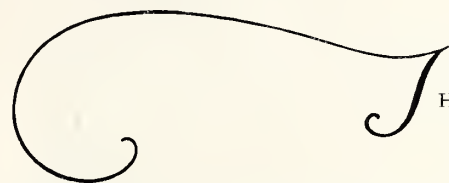


## NOVELTIES

*Recent & Other Meritorious  
Introductions*



# PHOTOGRAPHS



THE establishment of a Department of Photography in our organization has proved of value, not only to

ourselves, but to our many customers who have availed themselves of the opportunity to secure authentic photographs of the newer and more desirable flowers, both annual and perennial. We are now busy adding to last year's list, photographing good specimens of as many varieties as possible during their blooming season. Mr. David J. Sheahan, now in charge of this department, has established his headquarters at our El Monte plant. Mr. Sheahan, who is well known on the Pacific Coast, has had many years practical experience as a camera pictorialist and is also an expert in color photography. Before the season is over we hope to have a very large and complete line of photographs for you to select from. If you are interested in getting photographs of varieties in this list, or any other specimens, field views, landscapes, etc., we urge you to get in touch with us. We are prepared to sell the sole rights to any of our customers who may wish for their exclusive use, providing they will give us the order in advance. It is our belief this department will greatly aid our customers not only in stimulating the sale of flower seeds from year to year, but in keeping abreast of the growing demand that is made upon the seed trade by the buying public.

TERMS: F. O. B. California Terminal; flower and vegetable seeds, 60 days net or 2 per cent discount for cash within 30 days from date of invoice.

NON-WARRANTY. We exercise the greatest care in growing and harvesting our seeds, roguing our crops under personal supervision, to the best of our ability, true to name, and sending out nothing but what we believe will give satisfaction. It must, however, be expressly understood that we warrant neither growth, description nor productiveness of any seeds we deliver, nor will we hold ourselves responsible for the crop raised from any of the seeds we grow.

If our goods are not accepted on these terms, we should be notified at once.

## JOHN BODGER & SONS CO.

*California's Choicest Flower Seeds*

EL MONTE ~ Los Angeles County ~ CALIFORNIA

CABLE ADDRESS: "BODGER EL MONTE"

CODES A B C, Sixth Edition, Five Letter



JOHN BODGER

*Founder of John Bodger & Sons Co. and Originator of  
Dahlia Flowered Zinnias*

# ZINNIAS

*Now the Most Popular Annual in the World of Gardening*

ZINNIAS are among the most popular annuals in the market today. They are suitable for florists' use, for home gardens and household decoration. Their easy culture and long blooming season make them a profitable investment. Their varied forms and exquisite colors have brought them into prominence in flower shows both in the United States and other countries for the past ten years. The Dahlia Flowered type, introduced by our founder, John Bodger, in 1919, which received a Gold Medal and Award of Merit from the Royal Horticultural Society in London in 1924, set a new fashion in Zinnias. Since that time we have annually added to the varied forms and captivating colors in which Zinnias may be procured today. In the following pages are listed our latest novelties in Zinnias as well as some of our earlier introductions which should be better known.

*The following is an excerpt from the London Times as of August 17, 1927.*

*After the gladioli, perhaps the exhibit which attracted more attention than any other, was a fine display of about a dozen varieties of Bodger's strain of Dahlia-flowered Zinnias, shown by Messrs. Dobbie & Company. Many of the flowers were between five and six inches in diameter, borne on stout stems, and the colors were most attractive. Some of the best varieties were "Oriole" (Golden Yellow with orange-scarlet center), "Illumination" (rich carmine), and "Dream" (mauve).*



# Zinnia

PUMILA  
PICOTEE

## DELIGHT

The Season's Novelty  
in Zinnias



Natural Color Photography

For several years the pleasing shade of Salmon Rose in the Dwarf Double Pumila type of Zinnia has been a favorite among florists for basket work and general cut-flower use. Realizing that a variation in this type would be acceptable, we crossed it with our tall picotee and have now succeeded in perfecting a new type which we prophesy will be of incalculable value to florists.

Delight can be classed as a Pumila type, very floriferous and of compact growth. The petals of the flowers are ruffled and curled, giving a light and dainty effect. In addition, each petal is beautifully picoteed, making it a most striking flower. The four color reproduction gives some idea of the beauty of this new type, which we consider *the novelty* of the season. The objectionable stiffness has been removed.

The assortment of colors is most suitable for florists. It includes salmon shades, cream, buff, biscuit, golden yellow, lavender, in fact a collection of colors that are most acceptable for florists' use. We highly recommend it for all who wish something of merit for the fancy florist trade.

Per oz., \$1.75. Per ¼ lb., \$6.00. Per lb., \$20.00.



## *Zinnia*

*Gold Medal Dahlia Flowered*

### **GOLDEN DAWN**

GOLDEN DAWN has been growing in our experimental grounds for five years and has been watched with a great deal of interest. The flowers are a golden yellow comparable to that color in the Double Giants, or a shade between Golden State and Canary Bird in the Dahlia Flowered type. They are of enormous size, and of the most perfect type. This color should be in every collection.

Per oz., \$1.50. Per  $\frac{1}{4}$  lb.  
\$4.00. Per lb., \$15.00.





## *Zinnia*

*Gold Medal Dahlia Flowered*

### **YOUTH**

In response to many requests for a light rose we are now pleased to offer for the first time Youth, a beautiful soft rose self. The flowers are well formed, true Dahlia Flowered type grown on the usual robust Dahlia Flowered plant. In fact it is a very vigorous and free flowering variety. We feel quite sure it will please.

Youth is three or four shades lighter than our popular Exquisite.

Per oz., \$1.50. Per  $\frac{1}{4}$  lb., \$4.00.  
Per lb., \$15.00.



## *Zinnia*

### GIANT MAMMOTH or CALIFORNIA GIANT

This is a mutation from the Dahlia Flowered, therefore, it carries the same robust habit, throwing vigorous laterals from which the best flowers usually come. When the flowers are half grown they make a useful florist cut-flower and when in full bloom they reach enormous size but their flatness gives them a more graceful appearance in contrast with the Giants which are described as conical in form. We have seen some flowers eight to nine inches in diameter in our improved strains. They are rapidly replacing the old or Double Giants which are quite large but not so graceful.

Do not forget to catalog these varieties as they come into season. We have added one more new color, Pink Profusion, which makes the full collection as follows:

Cerise Queen, beautiful cerise rose  
 Enchantress, color same as Exquisite in Dahlia Flowered type  
 Lemon Queen, lemon orange  
 Miss Wilmot, soft pink  
 Orange King, cadmium or burnt orange  
 Orange Queen, golden yellow  
 Pink Profusion (new) delicate shrimp pink, very large  
 Purity, white  
 Rose Queen, striking bright rose  
 Scarlet Gem, glowing scarlet

	Per ¼ lb.	Per lb.
All the above .....	\$2.50	\$8.00
Finest Mixed .....	2.00	7.00

Typical flower of Zinnia Giant Mammoth or California Giants.





## Zinnia

### LILLIPUT IMPROVED

No type of Zinnia has come into favor so rapidly as our improved strain of Lilliput. For several seasons we have been concentrating on a type with plants of even height for bedding purposes, bearing small, button-like, fully double flowers.

Salmon-rose, introduced several years ago, attracted the attention of florists for basket work. Crimson

Gem followed, and this year we are adding a delicate flesh pink. Although classed as bedding type, they will throw long stems when heavily fertilized, thus making them valuable for florists' use. The collection is as follows:—

	Per $\frac{1}{4}$ lb.	Per lb.
Canary Yellow .....	\$1.50	\$5.00
Crimson Gem (Dark Crimson) .....	1.50	5.00
Delicate Flesh Pink .....	3.00	10.00
Golden Gem .....	1.50	5.00
Purple .....	1.50	5.00
Salmon Rose (Pleasing form and color) .....	1.50	5.00
Scarlet Gem (Red Riding Hood) .....	1.50	5.00
White Gem .....	1.50	5.00
Finest Mixed .....	1.25	4.50

### Supreme Mixture of Extra Large Varieties

Extra Fancy Mixture of all largest flowered types, principally Dahlia Flowered and Giant Mammoth. This mixture contains many colors not existing in ordinary strains and comes from the many thousands of pedigreed lines we are following for the production of new and desirable colors in Zinnias.

Per oz., \$2.00. Per  $\frac{1}{4}$  lb., \$5.00. Per lb., \$18.00.

FOR FULL LIST OF VARIETIES SEE OUR CONTRACT AND GENERAL TRADE LIST  
ISSUED YEARLY. IF YOU DO NOT HAVE A COPY, WRITE US.





**LARKSPUR TALL DOUBLE STOCK FLOWERED LA FRANCE.**  
Introduced by us last season. See Page 10





LARKSPUR TALL DOUBLE STOCK FLOWERED LOS ANGELES.  
For full description see Page ~~40~~ //

# Larkspur

## LA FRANCE

Larkspur La France has "won its spurs" as predicted when introduced by us a year ago as a 1928 novelty. The unique feature which differentiates it from older types of Larkspur, but which it shares with this year's novelty, Los Angeles, is its large number of salable laterals from the crown stem. As high as eighteen laterals have been picked from one plant on our farm.

La France is very floriferous, the large, well-formed, double flowers being well placed on the long stems to set off its attractions. It is vigorous growing, and is more resistant to mildew than the older Stock Flowered varieties. The flowers, as will be seen in the illustration on page 8, are of a pleasing salmon-pink, a shade closely resembling the popular *Antirrhinum Jennie Schneider*. Last year this novelty was accepted on the Los Angeles market, which disposes of a large quantity of Larkspur to a critical trade. On our recommendation it has had a wide distribution all over the world.

La France has come to stay, and should be listed by all. It will add to the growing popularity of Annual Larkspur.

Per oz., \$1.50. Per ¼ lb., \$4.00. Per lb., \$12.00.







Field view of Larkspur Tall double stock flowered Los Angeles showing floriferous and vigorous character.

## *Larkspur* LOS ANGELES

LOS ANGELES was developed in response to the demand for a Larkspur of the same growing habit as La France, but with a richer color—something between La France and Rosy Scarlet.

In Los Angeles we have the same rich salmon ground, overlaid with a brilliant and pleasing rose. The type of growth is similar to La France, but the foliage of Los Angeles is a much darker green, making the large, double flowers stand out more prominently.

To assist our customers in visualizing the two, we are including color plates—pages 8 and 9. We have gone to some trouble and expense to insure the accuracy of these reproductions. On comparison you may readily perceive the difference in shade. Both Los Angeles and La France are particularly lovely under artificial light. If your trade was pleased with La France last year, we feel they will welcome Los Angeles as a valuable addition to the Stock Flowered type.

Per oz., \$2.00. Per  $\frac{1}{4}$  lb., \$7.00. Per lb., \$25.00.





**CALENDULA CAMPFIRE**

Note size and flatness of flowers from cuts



# New Forcing *Calendula*

## CAMPFIRE (SENSATION)

This striking novelty was introduced by us last year as the best forcing *Calendula* on the market and was given a thorough try-out to the entire satisfaction of all of our customers. We were entirely sold out of seed last year and from the sales already recorded we prophesy it will lead all other varieties for the coming season. One well-known Philadelphia florist sold his entire house at an average price of 12 cents last spring, which we consider a good recommendation for *Campfire*.

This variety won immediate favor on account of its vigorous growth, the flowers being borne on stout stems and needing little disbudding. The blooms are flat and undoubtedly larger than those of any type previously introduced (Note type in cuts). All of these characteristics and good qualities have been watched during the past season and we might say they have been, by careful selection, improved so that we prophesy this variety has come to stay for those who are looking for the very best in a strain of forcing *Calendulas*.

New crop seed now ready. Orders will receive immediate attention.

Per  $\frac{1}{4}$  lb., \$3.00. Per lb., \$10.00.





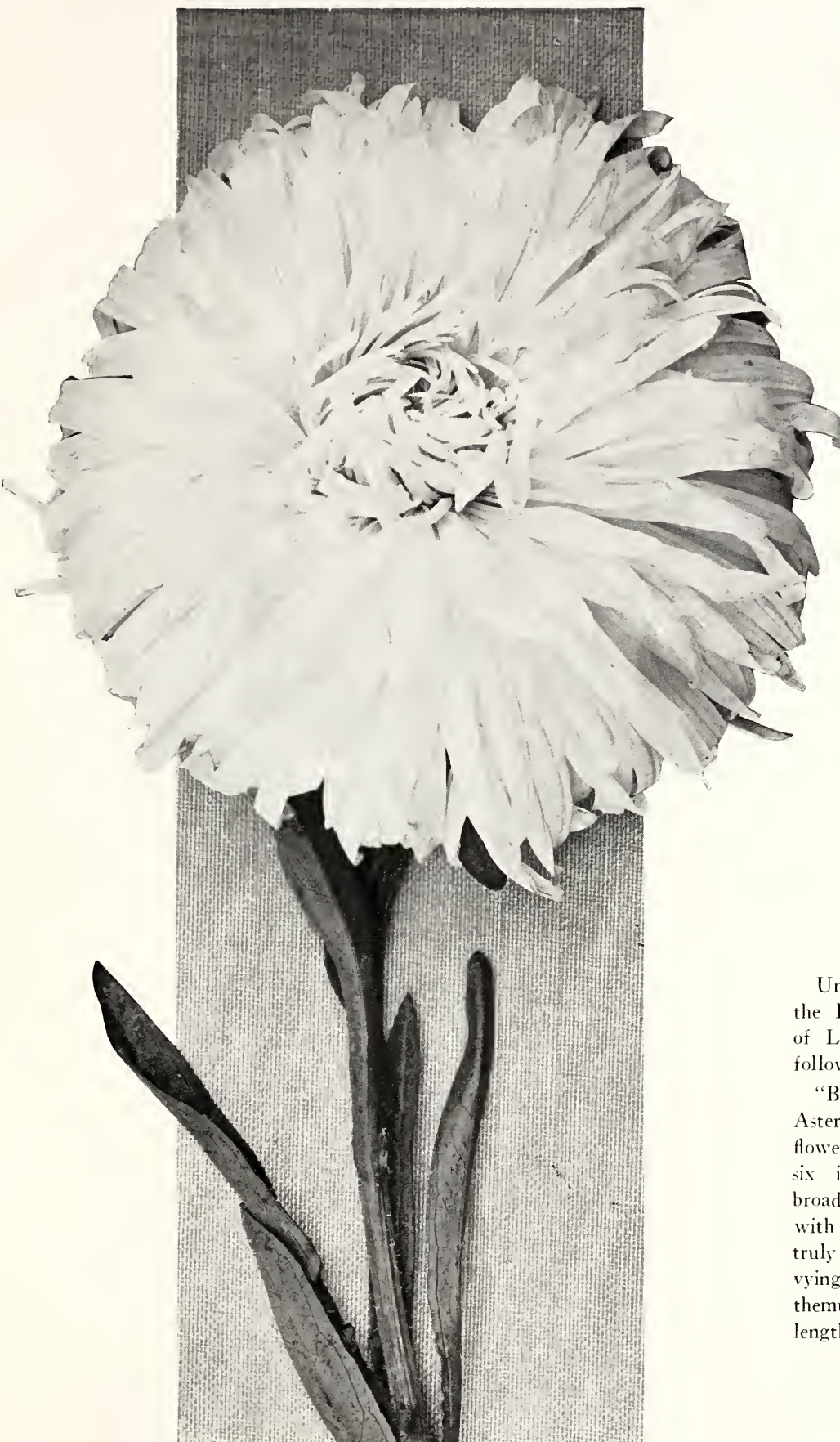
## *Calendula* RADIO

This unique new flower is a recent introduction from Europe. The true Radio form is a medium-sized orange flower with quilled or comet petals, curled and twisted, borne on medium length stems. With the present demand for the curled and twisted petalled form of flowers it should prove valuable both as an amateur gardener's novelty and as a florist's forcing variety.

We are fortunate in having a good stock of seed, and can supply new seed grown from the originator's stock, carefully rogued and selected by us, at the following prices:

Per oz., \$1.75. Per  $\frac{1}{4}$  lb., \$5.00. Per lb., \$16.00.





# *Asters*

## IMPROVED GIANTS OF CALIFORNIA

This type is rapidly becoming a general favorite, especially for florists' use.

We offer the following colors from reselected stock seed: Peach Blossom, Light Blue, Light Purple, Deep Rose and Dark Blue, White.

Per oz. ....\$ 1.50

Per ¼ lb..... 4.00

Per lb. .... 15.00

Choice Mixture of above colors:—

Per oz. ....\$ 1.00

Per ¼ lb..... 3.50

Per lb. .... 12.00

(See General list for full description.)

Under date of August 21, 1927, the Horticultural Trade Journal of London, England, quotes the following on *Giants of California*:

"Bodger's California strain of Asters is ideal for growers of cut flowers; the flowers measure up to six inches across, packed with broad petals, and may be grown with stems 30 inches long. It is truly an aristocrat amongst Asters, vying with well-grown Chrysanthemums in size of flower and length of stem."



*Aster*

**CALIFORNIA  
SUNSHINE**

The Season's Novelty in Asters

**A New Type for  
the Florist**

Note the length of stem.

See comparative type on  
page 17.





Sunshine or Old Type

California Sunshine or New Type

## *California Sunshine Asters*

The Sunshine type was introduced into this country a few years ago and became quite popular because of its dainty appearance. It was accepted by florists as very desirable, but met with one objection—the flowers were borne on too short and weak stems. After several years of hybridizing and special selection, we are now pleased to offer a strain which fills the special requirements of florists, and makes a better strain for general use. California Sunshine Asters retain their dainty appearance but are larger and are borne on long, stout stems, and the plant has the general appearance of being as robust as the Giant Washington or the Upright Branching types. The stems measure two to two and a half feet, while those of the earlier type measure about one and one-half feet.

We consider *California Sunshine* a distinct improvement on the original Sunshine. We offer the following colors:—Flesh, Pink, Carmine, Lavender and Violet, at prices as follows:—

Per oz., \$1.75. Per ¼ lb., \$6.00. Per lb., \$20.00.



## *Aster*

### GIANT COMET SALMON QUEEN

This is a variety we have been growing in our experimental grounds for several seasons. We consider it very attractive, and are confirmed in our opinion by the judgment of many distinguished visitors to our farms. It is the brightest and purest salmon rose we have ever grown. We are offering it as a special color in this type of Aster.

Per oz., \$1.00. Per  $\frac{1}{4}$  lb., \$3.50.  
Per lb., \$12.00.

## *Aster*

### AURORA

This Aster is an innovation and quite different from any others we grow. The center of the flower is bright yellow, with an outer circle of delicate blue, forming a very striking contrast. The flowers come quite true to color and are of medium size. The plants are of robust growth, averaging two feet in height.

Per oz., \$1.50; per  $\frac{1}{4}$  lb., \$4.00;  
per lb., \$15.00.







**Aster Early Beauty Rose Pink**

## *A New Early Beauty Aster*

### **ROSE PINK**

We are pleased to announce the addition of a new color to this popular type of Aster. *Rose Pink* will fill a real need. It is a charming shade, similar to that color in American Branching, but even more vivid and worthy of notice. We highly recommend this as a satisfactory florists' shade. Rose Pink (Lavender Pink).

Per oz., \$1.00. Per  $\frac{1}{4}$  lb., \$3.50.  
Per lb., \$12.00.

## *Aster*

### **PEERLESS YELLOW**

It has been difficult to get a good yellow Aster. We have been working constantly for several years and have at last developed one that is quite good. It can be described as of American Branching habit, height about two feet, flowers of good size and form, petals slightly incurved, but no trace of quills as in the earlier forms of the yellow Aster.

The color is a deep yellow when first opened, and fades slightly as it ages.

Per oz., \$1.50. Per  $\frac{1}{4}$  lb., \$4.00.  
Per lb., \$15.00.



**Aster Peerless Yellow**



# *Delphinium*

## **BODGER'S HOLLYHOCK STRAIN**

This strain is a fine mixture of all light shades, pale, clear blue predominating. The flowers are large, truly double, well-placed on long, pyramidal spikes, their sturdy growth and general appearance reminding one of a Hollyhock, hence the name. This striking type is the result of several years of painstaking reselecting by our plant hybridizer. We highly recommend it to those who wish a select strain of this wonderful improvement in perennial Delphinium.

Per oz., \$3.50. Per  $\frac{1}{4}$  lb., \$15.00  
Per lb., \$45.00.



# *Scabiosa Caucasica*

GIANT HYBRIDS

(Isaac House Strain)

*Florists'  
Money  
Maker*



Scabiosa Caucasica is now becoming popular for growing under glass, and we prophesy that this strain of hybrids will greatly increase the popularity of Scabiosa Caucasica when it becomes known. Caucasica Hybrids are a great improvement over the Caucasica, being more vigorous with larger and longer stems and larger and heavier petals, which are ruffled and slightly frilled on the edges. In this hybrid strain you will find colors ranging from white to the darkest blue, but the predominating colors are of delicate lilac and mauve. This magnificent strain has superseded all other introductions of Scabiosa Caucasica for general use.

Per oz., \$3.00. Per  $\frac{1}{4}$  lb., \$10.00. Per lb., \$38.00.



Hollywood Star

## Cosmos

### HOLLYWOOD STAR

This graceful oddity was found in a field of our late Crested Cosmos a few years ago, and in following it in our experimental grounds, we have found it reproducing itself true to type. The flowers are Pink, Red and White, borne on long stems and would be very useful for cut flowers, and it attracts great attention. We would recommend this as a novelty for amateur gardeners and to those who are looking for odd and striking flowers.

Per oz., \$1.50. Per ¼ lb., \$5.00.  
Per lb., \$18.00.

## Cosmos

### EXTRA EARLY DOUBLE CRESTED

	Per oz.	Per ¼ lb.	Per lb.
Pink Beauty .....	\$1.50	\$5.00	\$18.00
Crimson King .....	1.50	5.00	18.00
White Queen .....	1.50	5.00	18.00
Finest Mixed .....	1.00	3.50	12.00

We have greatly improved this favorite strain of extra early double Cosmos. They come into bloom as early as the Extra Early Single and the flowers are unusually large.



Pink Beauty





## Verbena

### MAMMOTH GOLDEN QUEEN

As in Asters, a clear Golden Yellow is very difficult to produce in Verbena but we have, after several years of close application, succeeded in developing GOLDEN QUEEN. The flowers are of medium size and borne on a vigorous vine that is of an ever-bearing nature. It is one of the earliest of flowers and continues to develop throughout the growing season, making it a very valuable plant for bedding purposes where a good yellow is required. It is the deepest yellow on the market.

Per oz., \$1.00. Per  $\frac{1}{4}$  lb., \$3.00.  
Per lb., \$10.00.

## Wallflower

### EARLY FORCING DOUBLE SPECIAL STRAIN

This European novelty was first offered by us last season. During the three years we have had this remarkable flower under observation, we have been selecting for size of flower and earliness. The seed we are offering this season has been produced from our own special stock seed, reselected for earliness. This was sown directly in the field on December 1st and came into bloom in ninety days. We feel confident that this is an early, double Wallflower and offer it with our recommendation.

Per oz., \$3.50. Per  $\frac{1}{4}$  lb., \$15.00.  
Per lb., \$45.00.





## *Gaillardia*—THE DAZZLER

Our reselected strain of the Dazzler still stands as the most popular and the best selling Gaillardia we have in Giant type. The large, dark, rich red flower with its bright orange tips is most attractive, and the vigor with which our new improved strain grows makes it a wonderful florists' strain.

Per  $\frac{1}{4}$  lb., \$3.00. Per lb., \$10.00.





Dwarf Double Azalea Flowered Carminea

## Godetia

### DWARF DOUBLE AZALEA FLOWERED

Last season we recommended Dwarf Double Azalea-flowered Carminea for growing in pots in greenhouses. We understand this has met with favor, and have added to this variety two new shades which we think are worthy of trying out, especially the Cornelia.

	Per oz.	Per ¼ lb.	Per lb.
Carminea, pink blotched center .....		\$1.25	\$4.00
Cornelia, delicate salmon .....	\$1.50	5.00	15.00
Brilliant, dark crimson		1.25	4.00
Phyllis, rosy mauve.....	2.50	8.50	

## Godetia

### TALL DOUBLE AZALEA FLOWERED

(Double Schamini)

We highly recommend the Schamini type which might be called tall Azalea-flowered for cut flowers on account of their long stems. A particularly useful variety is Carminea, being a pink with a very striking marking.

	Per ¼ lb.	Per lb.
Carminea .....	\$1.25	\$4.00
Rosy Morn .....	1.25	4.00

For other varieties and colors of Godetia see our Contract and General Trade List.



Tall Double Azalea Flowered Rosy Morn



*Dimorphotheca Ringens*

# *Dimorphotheca*

## RINGENS

This is a new form of *Dimorphotheca* or Veldt Daisy, recently introduced from South Africa, the home of *Dimorphotheca*. It has much the same habit as *Dimorphotheca Aurantiaca*, possibly a little more dwarf, but is more free flowering.

The individual flowers are large pure white on the inside with a very conspicuous blue ring around the center or eye of the flower, which adds greatly to its beauty. We recommend this variety very highly. It comes exceptionally true to name.

Per oz., \$2.00. Per ¼ lb., \$6.00.  
Per lb., \$20.00.

# *Dimorphotheca*

## AURANTIACA

Improved strains of shades introduced by us.

	¼ lb.	1 lb.
Salmon Beauty .....	\$3.00	\$10.00
White Beauty .....	3.00	10.00
Golden West, (Canary Yellow)....	2.00	6.00
Orange, improved .....	1.50	5.00
Special Mixture of above Varieties .....	2.50	8.00
Hybrida Mixed .....	1.50	5.00



*Dimorphotheca White Beauty*





## *Stocks*

### DOUBLE GIANT EXCELSIOR

(Improved Column Type)

The large individual flowers are well placed on straight vigorous stems and when well grown attain a height of three feet or more. This vigorous stem grows directly from the ground without any laterals. Therefore, we would consider it a very economical flower to grow in greenhouses where the space is limited and valuable. We offer these at the following prices:—

Per oz., \$5.00.

Per  $\frac{1}{4}$  lb., \$15.00.



## *Dahlia*

### ORCHID FLOWERED (Starfish)

Orchid Flowered Dahlias are a recent introduction from Europe where they have won many prizes. They are a single Dahlia of medium height. The petals are twisted in such a manner as to give them a star effect. The colors are a good mixture with such colors as Pure White, Red, Orange, and Canary Yellow. The petals are usually of another color on the back. Quite often the petals are dotted and blotched both on the top and the bottom so that, as the flower opens, the twisted petal gives it a bizarre effect. We consider this a very unusual novelty, as the accompanying illustration depicts.

Per oz., \$3.50. Per ¼ lb., \$15.00.  
Per lb., \$45.00.

## *Heliopsis*

### DOUBLE (Lemoine Strain)

We offer for the first time seed in bulk of the new Double Heliopsis as introduced by the famous French hybridizer, Lemoine. This remarkable strain is a great improvement over the ordinary strain of Single and Semi-Double. The flowers are a very large brilliant golden yellow, twice as large as the ordinary variety which we have growing in our fields under the same conditions. The stems are exceptionally stout and attain a height of three to four feet.

This is a true perennial strain but seed planted in early spring in our experimental grounds is in full bloom in July. We are experimenting with the flowers on the local market, but in our judgment, well grown flowers of this strain will find ready market anywhere.

Per oz., \$2.00. Per ¼ lb., \$7.00.  
Per lb., \$25.00.







### *Gaillardia*—TANGERINE

In offering this improved strain of Tangerine we wish to state that while it is greatly improved over the original introduction it is still variable. Nevertheless, there is a very large percentage of the true Tangerine in it and such a color is always in good demand. It may be described as a medium sized flower of various shades of tangerine orange. The color and the general structure of the flower makes it very graceful in appearance and useful for modern decorations, as well as for cutting purposes. The stems are small but very wiry and good cutting length.

Price per  $\frac{1}{4}$  lb., \$6.00; per lb., \$20.00.



Scabiosa Columbaria Pink

## Scabiosa

### COLUMBARIA

(Anthemifolia)

This is a South African form of the European Scabiosa and although reminiscent of Caucasia, is a distinct type. There is a decided place for this on the perennial list, as well as on the florists' cut-flower list. It can be briefly described as a hardy, low growing perennial with fine, light-green foliage, some of the flowers measuring from two to two and a half inches across with short, compact petals, borne on long, slender but strong stems.

Columbaria has proved a valuable florists' cut flower, and a welcome addition to the perennial list, especially the pink shade which is a new color in Perennial Scabiosa. We offer this in two favorite colors coming true from seed.

	Per oz.	Per ¼ lb.	Per lb.
Pink .....	\$2.50	\$7.50	\$25.00
Lavender .....	2.50	7.50	25.00



Cynoglossum Amabile White

## Cynoglossum

### AMABILE

This annual was recently introduced from China. It is very hardy, of easy culture, and can be grown successfully in warm climates where the ordinary Forget-me-not or Myosotis cannot be grown in the open. It grows on tall, graceful branches from eighteen to twenty inches in height. Cut the flowers as they bloom and it will flower continually throughout the summer. It is ideal for bedding as well as for cut flowers.

We offer the above in two colors as follows:

	Per ¼ lb.	Per lb.
Deep Myosotis Blue .....	\$1.00	\$3.50
Pure White .....	1.50	5.00





*Helianthus Maroon Prince*

## *Helianthus*

### MAROON PRINCE

For several years we have been growing a select strain of tall, red sunflower, but with Maroon Prince we are offering our customers a dwarf-growing strain. This is a true maroon in color, single, and is unquestionably the best red sunflower on the market today.

Per  $\frac{1}{4}$  lb., \$1.50. Per lb., \$5.00.

## *Helianthus*

### THE DAZZLER

This can briefly be described as a medium sized sunflower with a yellow margin and dazzling chestnut red center.

Per  $\frac{1}{4}$  lb., \$.75. Per lb., \$2.50.

## *Pentstemon*

### SENSATION IMPROVED

An excellent mixture of an improved strain of French Hybrids. It is a very tall grower and very floriferous. The flowers are very large and well marked.

Per oz., \$2.00. Per  $\frac{1}{4}$  lb., \$6.00.  
Per lb., \$20.00.



*Pentstemon Sensation Improved*



*Linaria Macedonica Speciosa* (reselected)

## *Linaria*

### MACEDONICA SPECIOSA

#### Reselected

This is a very fine perennial, easily grown from seed, and is undoubtedly the best yellow perennial that can be grown for general use. It is hardy and can be used where medium height is needed in rock garden work. The flowers resemble large golden yellow snapdragons, borne on stems averaging three feet. The foliage is rather attractive and has a silvery medium-sized leaf which extends up the stems at the joint from where the flowers advance. This should be better known and we urge you to list it as one of the best yellow perennials, and especially now that we have improved the size and quality in this season's crop.

Per oz., \$1.00. Per ¼ lb., \$3.50.  
Per lb., \$12.00.

## *Winter Flowering Tree Marigold*

#### Reselected

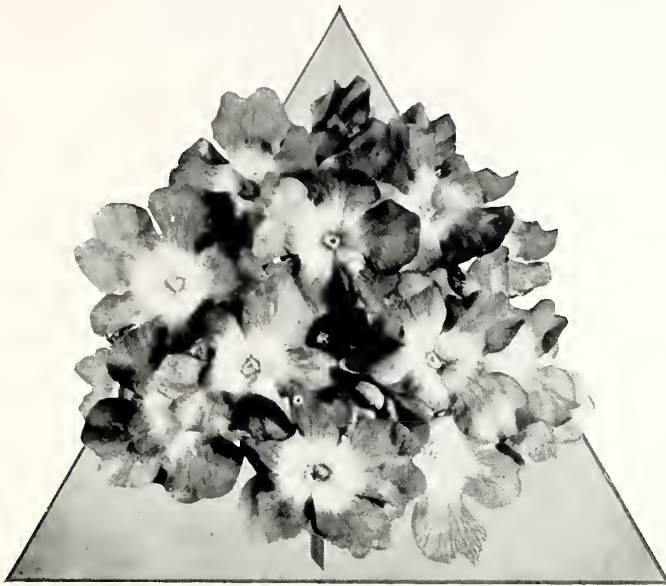
Tree Marigold was presented to us a few years ago by a friend in Australia for testing purposes. When grown in our experimental grounds it attains a height of from six to eight feet, bearing fine double French Marigold blossoms in a good assortment of colors, mostly Yellow, Orange, Bronze, Reds, and related shades. We have now a reselected strain which was tried last season under glass in Europe and this country, and was found to be very useful. If planted under glass in August or September their maximum height would be from two to two and a half feet, and they would produce good long stems to cut for sale in the late autumn, just when flowers are scarce. We do not recommend this for planting out of doors, as seed sown in the early spring does not flower until the late autumn, and unless grown in semi-tropical countries, they would not be a success.

Per oz., \$1.00. Per ¼ lb., \$2.50. Per lb., \$8.00.



Winter Flowering Tree Marigold





*Verbena Gigantea Carmine Pink*

## *Verbena Gigantea*

### **Carmine Pink**

A new and bright color in the gigantea class. The flowers are large and placed in the trusses as to make them very conspicuous. They are borne on a vigorous growing vine and should make a striking effect when used as a bedder. This is the first Verbena of this particular carmine shade offered to the trade and has been accepted by many visitors who have seen it in our trials in past seasons.

Per  $\frac{1}{4}$  lb., \$3.00. Per lb., \$10.00.

## *Coreopsis* *Grandiflora*

### **FLORE PLENO**

We offer here a reselected strain of the semi-double sent out a few years ago by Perry. This is proving to be a very valuable flower for cutting and we are pleased to state that this produces a very large percentage of semi-doubles that are more attractive than the singles.

Per  $\frac{1}{4}$  lb., \$1.00. Per lb., \$3.00.



*Coreopsis Grandiflora Flore Pleno*

# Petunia

## FIMBRIATA COERULEA

### Steel Blue Fringed

This is a very attractive and unique fringed Petunia, and can be briefly described as a steel blue heavily veined, with a medium large throat of deeper blue. The outer part of the throat has the appearance of being overlaid with veins of a darker blue. It is very deeply fringed and the most attractive Light Blue Petunia on the market.

Per  $\frac{1}{8}$  oz., \$3.50. Per  $\frac{1}{4}$  oz., \$10.50.  
Per oz., \$35.00.



# Petunia

## DOUBLE LARGE FLOWERING

### Fancy Fringed

This mixture has been greatly improved by the addition of a greater variety of pleasing light and dark Pinks, Carmines, etc., with flowers much larger than in past seasons. We highly recommend this mixture for Florists' and general use.

Per oz. ....\$100.00  
Per  $\frac{1}{4}$  oz. .... 30.00  
Per  $\frac{1}{8}$  oz. .... 18.00  
Per 1-16 oz. .. 10.00







# *Petunia*

CARNATION  
FLOWERED

Last season we offered for the first time this new type in Petunias, which resembles Double Carnations. Deep Rose could be described as Double Rosy Morn. Grown easily from seed and produces good percentage. We offer this now in three colors as follows:—

	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
Pure White .....	\$7.00	\$12.00	\$45.00
Deep Rose .....	6.00	10.50	35.00
Light Rose .....	6.00	10.50	35.00



## *Petunia* Theodosia

This is a very fascinating fringed Petunia, (illustrated above). In comparison with Pink Triumph is a softer rose or pink, slightly larger with a more open throat and beautifully veined. It is a very robust plant and free flowering. The shade is very attractive and is in good demand at the present time.

Per  $\frac{1}{4}$  oz., \$12.00. Per oz., \$45.00.

## *Petunia* Pink Triumph

We consider Pink Triumph one of the best bright pink fringed Petunias on the market. It is robust in its growth, easy to grow from seed and comes quite true to type and color. The best all around fringed Petunia.

Per  $\frac{1}{4}$  oz., \$4.50. Per oz., \$16.00.





# *Petunia*

## New Dwarf California Giants

(RAMONA STRAIN)

By far the best strain of Giant Petunias for pot culture. We have checked this type against many in our experimental grounds this season and consider it the most compact Giant Petunia with the largest and best formed flowers of any dwarf type of Petunia on the market today. As in the above illustration, when in full bloom the plant shows nothing but large, colorful flowers with open throats well marked and veined. Wherever this strain has been tested it has proved all that we say of it.

Per  $\frac{1}{4}$  oz., \$9.00. Per oz., \$30.00.



## *Hollyhock*

### EXQUISITE

Very large flowers with beautifully curled and fringed white-margined petals, each adorned with a long blotch in various shades of Red.

Per oz. ....\$ 1.50

Per ¼ lb. .... 4.00

Per lb. .... 15.00

## *Passiflora Edulus*

This is an evergreen climber bearing light blue flowers, and purple fruit about the size of a hen's egg. This is a special variety introduced from Australia where the fruit is used extensively for salads, and also for preserves.

This can be grown out of doors only in semi-tropical districts, as it is tender, but where grown under the right conditions makes very heavy vines which are very pretty both when in flower and when in fruit. We consider this the best of the edible Passion Flowers.

Per ¼ lb., \$2.50. Per lb., \$8.00.







## *Eschscholtzia*

### RAMONA

This striking novelty introduced by us last year has been accepted as a very desirable type for a fancy Eschscholtzia. This season's crop has turned out to be even more striking in appearance than last season's.

We have also found three or four mutations in this strain. This leads us to believe we shall be able to offer several additional colors in this in the near future. Ramona takes precedence over every other type of frilled Eschscholtzia.

This variety seeds very sparingly and we have only a limited amount of seed to offer.

Per oz., \$1.25. Per  $\frac{1}{4}$  lb., \$5.00. Per lb., \$16.00.





New Dolichos Dwarf Pink

## *Dolichos*

### HYBRID NEW DWARF PINK

(D. Cayeuxi)

There is a sale in some cut flower markets for Dwarf Dolichos White and it is possible that this could be used more generally as a cut flower. We offer a reselected strain of this type. We are also offering (see cut) for the first time a dwarf hybrid which is a beautiful pink, the results of many seasons' work by a well known Seedsman and Hybridizer of Paris, D. Cayeux.

This is a strictly dwarf plant and produces spikes one to two feet long. This, as well as the White, can also be used as a bedding plant.

New Pink, per lb., \$2.00.

Pure White, per lb., \$1.00.

## *Dolichos*

### EARLY FLOWERING TALL PURPLE

We offer an early flowering type of the climbing Dolichos. It comes much earlier than the older type and useful where seasons are short.

Per lb., \$.75.





Rock Garden Adjoining Our Administration Building.

## Perennial and Rock Plants

The demand for Perennials and Rock Plants suitable for the United States, Australia and other countries of similar climates is rapidly increasing. For many seasons we have made extensive trials and selected what we consider to be the best for general use. For the convenience of our customers we have grouped together on pages 65-67 of our General List for 1929 catalog what we consider a standard collection of both Perennials and Rock Plants. We call attention to the fact that these have been grown long enough to become adapted to American climates and we sincerely hope our customers will take advantage of the pioneering we have done along these lines. To this List we have added the following Rock Plants and Perennials, of which we have a limited amount of seed:—

### ROCK PLANTS

	Per oz.	Per ¼ lb.	Per lb.
<i>Hypericum Polyphyllum</i> (Repens).....	\$3.00	\$8.00	
<i>Arenaria Grandiflora</i> .....	3.00	8.00	
<i>Armeria Lauchiana</i> .....	2.50	8.00	

### PERENNIALS

<i>Achillea Kelwayi</i> Rosea .....	\$1.00	\$3.50	\$12.00
<i>Anthemis Tinctoria</i> Alba .....		2.00	6.00
<i>Aquilegia Silver Queen</i> .....	1.50	5.50	18.00
<i>Aquilegia Coppery Red</i> (Jaetschii) yellow flower with red spurs. Attractive .....		4.50	15.00

### PERENNIALS—Continued

	Per oz.	Per ¼ lb.	Per lb.
<i>Chelone</i> ( <i>Pentstemon</i> ) <i>Barbata</i> New Hybrids .....		.75	2.50
<i>Crucianella Stylosa</i> .....		1.50	5.00
<i>Helenium Hoopesii</i> .....		1.00	3.00
<i>Physostegia Speciosa</i> .....	1.00	3.50	12.00
<i>Salvia Nemorosa</i> Alba .....		1.50	5.00
<i>Salvia Grandiflora</i> Azurea .....		4.50	15.00
<i>Saponaria Officinalis</i> Double, white and rose .....	2.00	6.00	20.00
<i>Veronica Spicata</i> , a dwarf plant, dark blue spikes. Attractive .....	1.00	3.50	12.00

# Varieties of Exceptional Merit Which We Think Worthy of Attention

## Aster Giant Flowering Shasta

An extremely large, glistening white flower with conspicuous yellow eye. The stems are very heavy and can be cut twelve inches or more in length, without laterals. This is a most attractive and useful single white Aster. Our own introduction, offered for the first time this season.

Per oz., \$.50. Per ¼ lb., \$4.00. Per lb., \$15.00.

## Aster Everlasting Rose

Five years ago we put on the market an Aster called Everlasting Flesh, which when cut and dried, retained its color and shape. Last year we found a similar mutation in rose, which will add another shade to this odd or fancy type of Aster.

Per ¼ lb., \$3.00. Per lb., \$10.00.

## Calendula Riviera Orange

(*Corniche d'Or*)

An attractive orange novelty from France which is a marked improvement over Orange King and is worth-while growing being a good bedding variety.

Per ¼ lb., \$1.50. Per lb., \$5.00.

## Forcing Calendulas

	Per ¼ lb.	Per lb.
Ball's Gold, dark golden yellow.....	\$1.50	\$5.00
Ball's Orange .....	1.00	3.00
Ball's Supreme .....	1.50	5.00
Orange King, Extra Select		
Florists' Strain .....	1.00	3.00

## Carnation Engelman's Gold Medal

We wish to advise that we have the sole American agency for these famous Carnations which are produced and sold in such quantities by Mr. Engelman on the London market. We are growing these on our farm from seed produced on the plants, the flowers of which won the sweepstake prize at the Chelsea Show in 1925. They produce from seed very satisfactorily and throw better than 80 per cent double flowers.

Per ¼ oz., \$.50. Per oz., \$15.00.

## Statice Sinuata True Blue

Extra deep Blue. A special strain which comes true from seed.

Per ¼ lb., \$.60. Per lb., \$2.00.

## Dahlia Coltness Hybrids

These bedding Dahlias grow from one foot to one and a half feet in height, plants of a bushy habit. Will produce flowers freely from seed the first year. The mixture is very good and of brightest colors. Continues in flower from early July until destroyed by frost. This particular strain, which we offer, is a reselection from all of the best strains that could be purchased in Europe where this type is becoming very popular. We predict it will be a universal favorite when it is better known, because it can be so easily grown from seed, as well as because of the wonderful variety in this selection. It is a novelty of great merit.

Per ¼ lb., \$3.50. Per lb., \$12.00.

## Linaria Maroccana Golden Gem

A very attractive bedding variety, which comes into flower very early from seed and makes a good showing for early spring, a rich golden yellow of dwarf habit.

Per ¼ lb., \$1.00. Per lb., \$3.50.

## Marigold Robert Beist

A new dwarf French Marigold, Orange and Brown, very attractive.

Per ¼ lb., \$.75. Per lb., \$2.50.

## Marigold Fire Cross Single

An improvement over Legion of Honor, a much brighter color and more attractive, and makes a good bedding plant.

Per ¼ lb., \$.75. Per lb., \$2.50.

## Poppy Iceland Coonara Pinks

*Hybrid Mixture*

This is a new type of Iceland Poppies introduced from Australia and is becoming very popular. It contains many beautiful shades of light pink and salmon pink, as well as orange and yellow. The flowers are of good substance, very large, borne on large, wiry stems. A distinct novelty in Nudicaule Poppy.

Per oz., \$3.50. Per ¼ lb., \$12.50. Per lb., \$40.

FOR A COMPLETE LIST OF FLOWER SEEDS WE GROW AND OFFER FOR IMMEDIATE DELIVERY, SEE OUR GENERAL PRICE LIST FOR 1929.



# Forty Years of Progress

“*W*HERE are your Experimental Grounds?” is the first question asked by nine out of ten visitors to our El Monte headquarters. Our hybridist, Charles Le Roy, a flower enthusiast himself, takes great pleasure in showing them through the extensive plot (picture on page 47) where the new is tried out and the old kept true to name. Asters, Zinnias and Petunias are much in evidence here. There is a similar tract on our Lompoc farms 160 miles to the north, where Sweet Peas and many spring annuals are grown. (See page 46.) Forty years spent in thoughtful growing of flower seeds has enabled our firm to select the best soils and climatic conditions for each variety grown.

Our founder, John Bodger, started growing seeds in Santa Paula, California, for the English firms from whom he had bought seed while still a retail nurseryman and seedsman in England. The mile square tract at Gardena, acquired in 1904, is no longer used for seed growing, but is one of the firm's valuable assets. The sub-irrigated land at El Monte has been found admirably suited to Asters and Zinnias, as well as other annuals, and the firm is yearly increasing its holdings in this fertile valley.

In 1927 headquarters were established at El Monte. An up-to-date seed warehouse and complete recleaning plant as well as bulb storage and distributing sheds were built the first year, while the attractive Mediterranean type administration building in the lower right of the picture on Page 45 was added in 1928.

Associated with their Father for many years prior to his passing in 1924, Walter and John C. Bodger now carry on the business assisted by a younger brother, Tom M. Bodger. Last year Walter's oldest son, John Francis, formally entered the firm's employ, although for several years he had spent his vacations from high school, college and Cornell University on the farms. Thus the third generation was added to the personnel of John Bodger & Sons Co.

Looking back over the years, it seems every step was necessary to place the firm in the high position it occupies today. It is a satisfaction to help fill the growing flower seed needs of a country fast emerging out of its pioneering stage and inclined to use its increased resources for the beautification of its surroundings. In addition, John Bodger & Sons Co. export flower seeds to thirty-seven foreign countries.

Our firm has played a prominent part in the popularizing of the Zinnia in the last fifteen years, as explained more fully in the second page of this book. Over 30,000 pounds of this one item were grown and shipped last season. This is evidence of the firm's ability to lead and guide popular taste as well as to supply an established demand. To enable our readers to visualize the extent of our plantings of Zinnias and Asters, we have included an aerial photograph on Page 48. Our photograph of rock garden plants and perennials on Page 41 is evidence of a further effort on our part to keep pace with the taste of the United States for plants long popular in older countries.

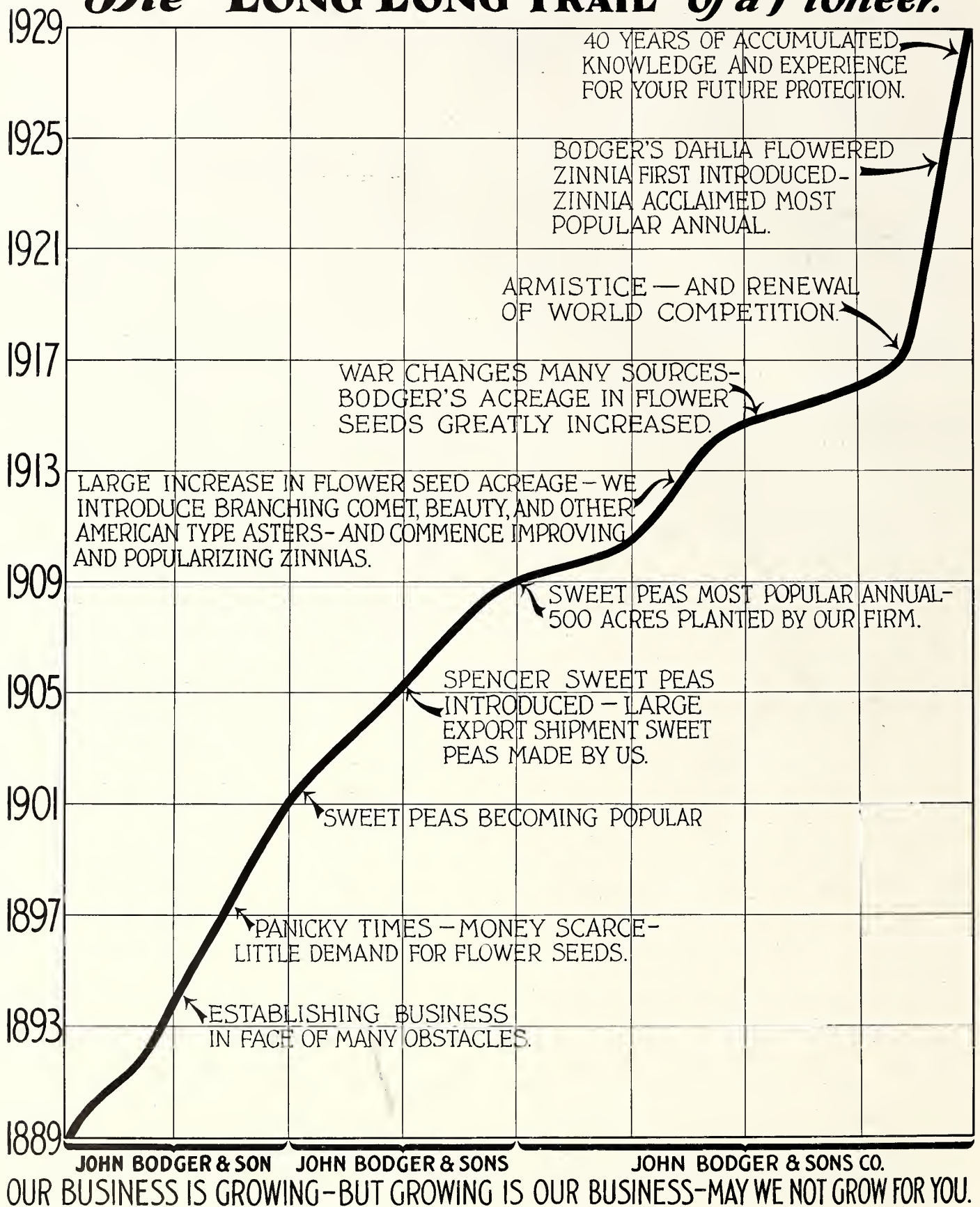
The growing of Narcissus Bulbs and Paper Whites to anticipate the shortage following the quarantine is another instance of our wish to be of service to American gardens.

Our photograph department, expanded and made more complete last year, is planned to assist dealers in the distribution of our products.

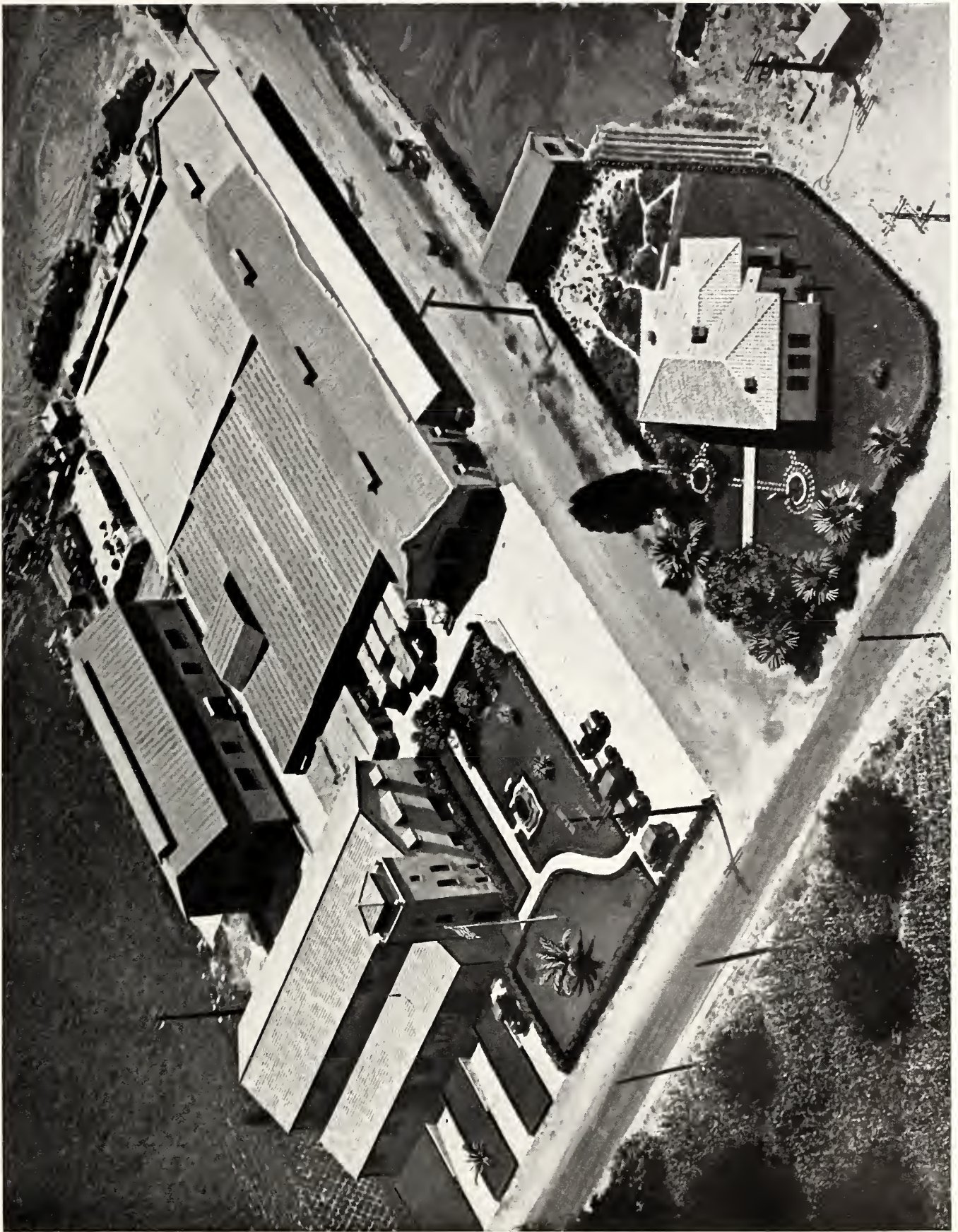
Any information we can furnish our customers regarding seeds of all kinds is always gladly given.

Forty years! More than a generation of service, at your command.

# *The "LONG LONG TRAIL" of a Pioneer.*

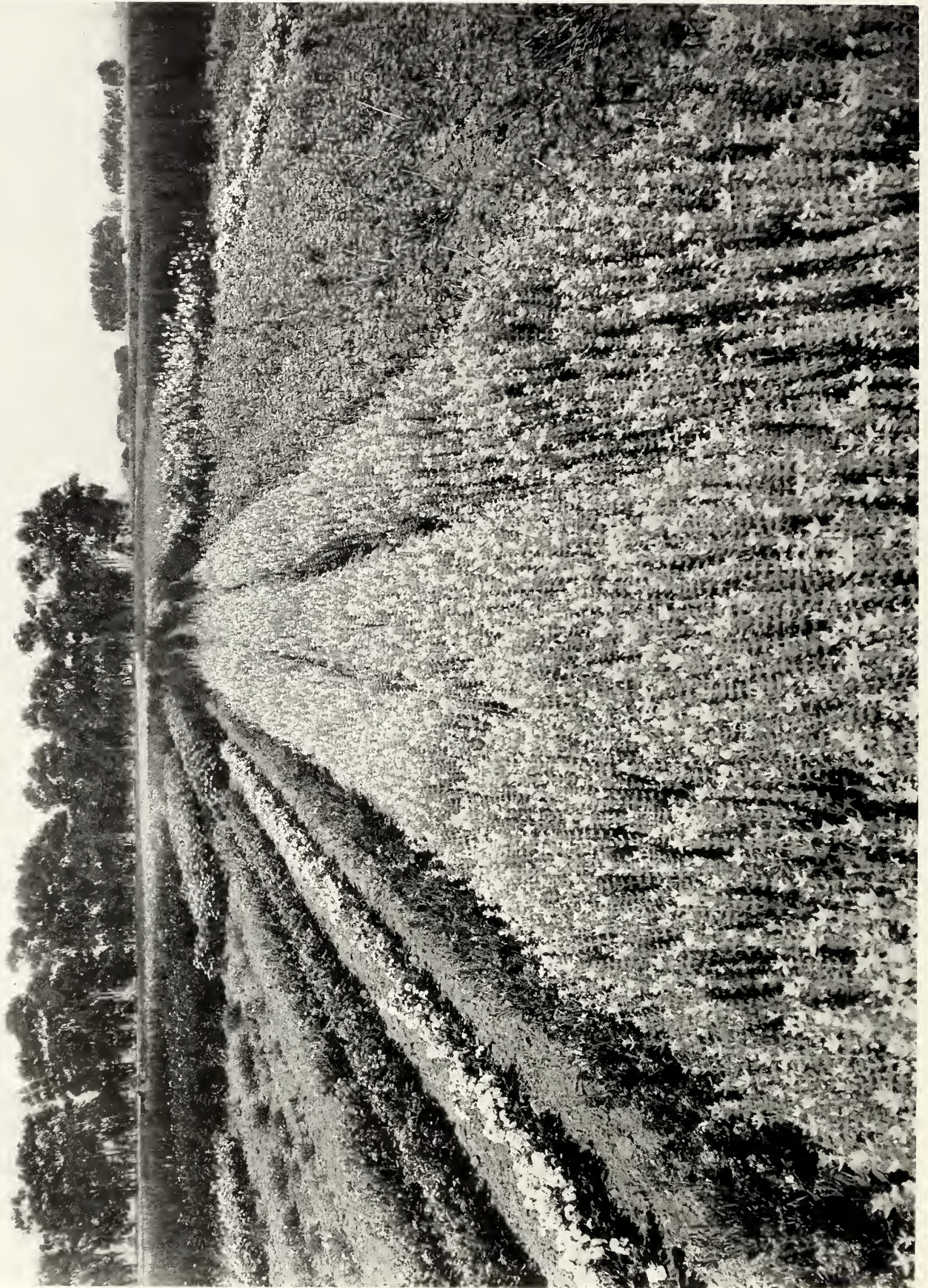






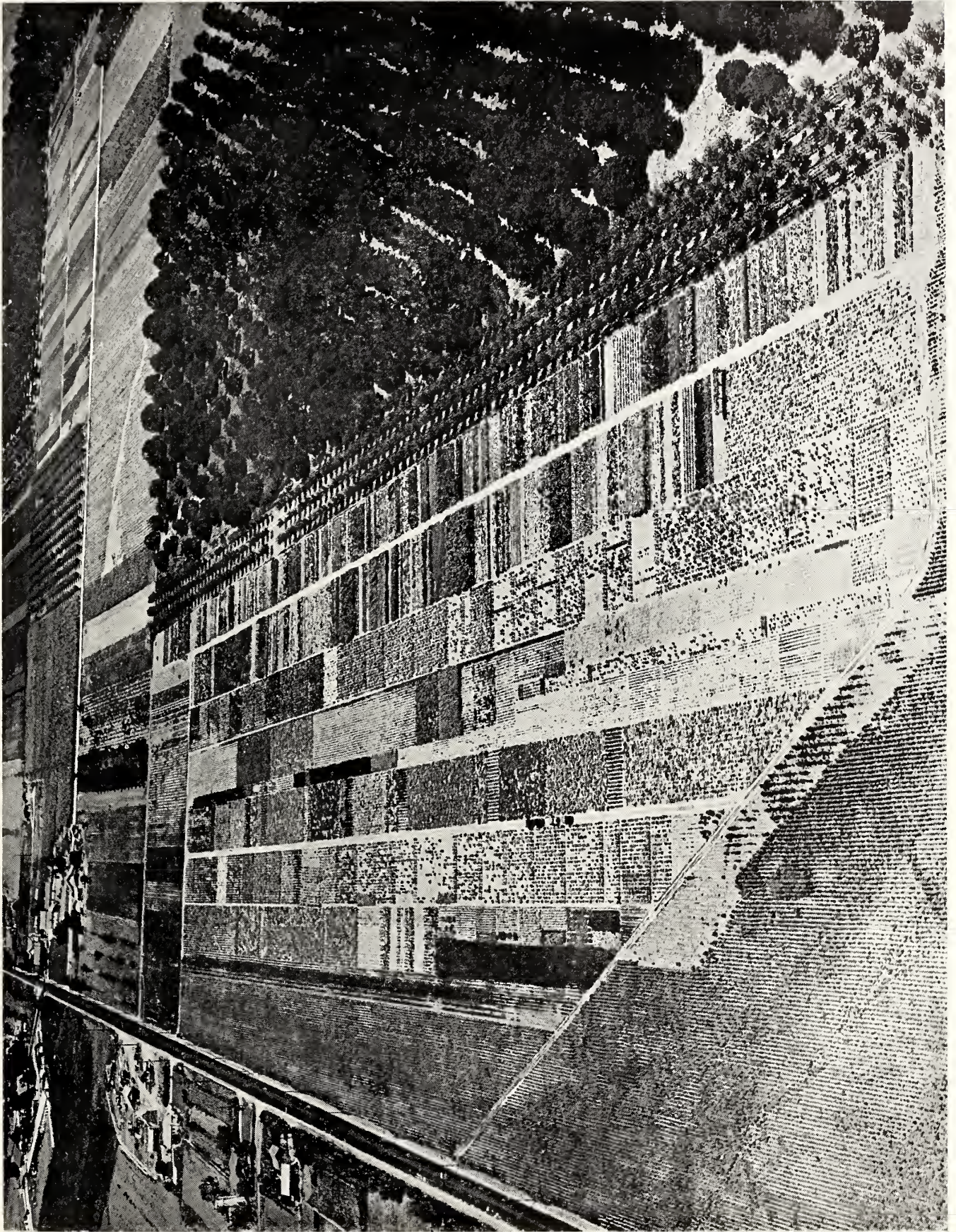
Aerial Picture of our Headquarters, which occupies four acres—Lower right, Administration Building; Lower left, Seed Warehouse; upper right, Bulb Warehouse and Curing Sheds; upper rear, Fully Equipped Reclaiming Plant.





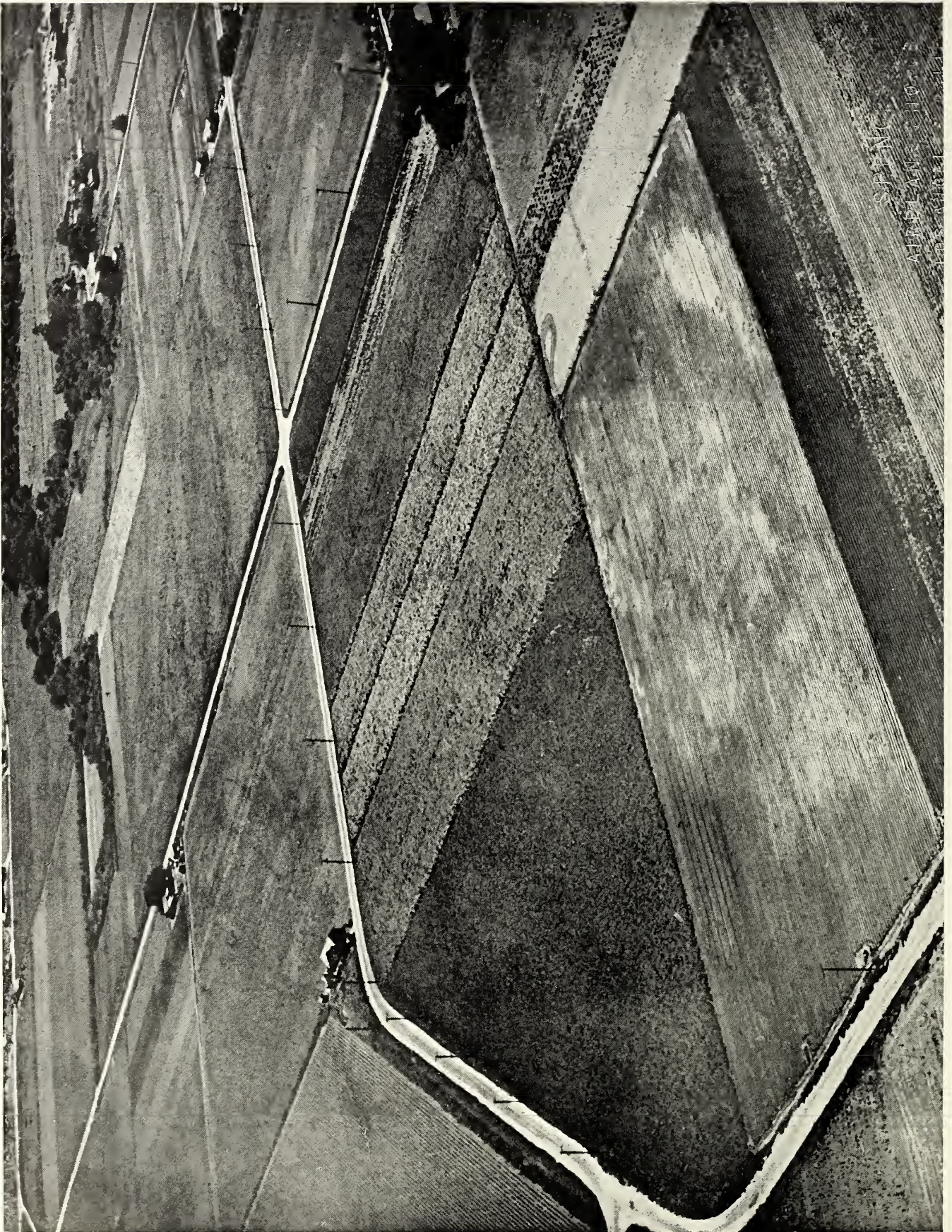
Partial View of Our Experimental Grounds at Lompoc, California.





Aerial Picture of Our Principal Experimental Grounds, Adjacent to Our Headquarters at El Monte, 12 Miles from Los Angeles, California.





Aerial Picture of Our Asters, Zinnias and Other Seed Crops in Our Fertile Lands Surrounding Our Headquarters, Shown on Page 45.  
Triangular Field at left center is Exactly Five acres of CRIMSON MONARCH Dahlia Flowered Zinnias.





